

# ERIC SCHAFER

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## ABOUT

With over 15 years of professional experience, I am proficient in wireframing and prototyping using Figma or Adobe tools and prioritize a clean user experience. Orderly, reusable code is essential for websites, apps, or emails. I deeply understand coding in HTML, CSS, and Javascript on the front end and RESTful web services connecting to APIs on the back end. As a Certified ScrumMaster and Product Owner, I understand the importance of having team members with appropriate technical backgrounds and excellent communication skills, which are essential for building strong client relationships.

## CORE STRENGTHS

Skilled Leader who utilizes effective communication skills to engage stakeholders in a results-oriented dialogue. A team player with a growth mindset who seeks development through continuing education and feedback.

## TECHNICAL STRENGTHS

**Platforms:** Oracle Eloqua, Salesforce Marketing Cloud, Salesforce Commerce Cloud, Adobe Analytics (AEM), Figma, Stensul, ClickUp, Squarespace, Google Analytics, WordPress, Xcode, Optimizely, Litmus, Adobe Creative Suite, Jira for SDLC bug tracking

**Coding:** HTML, CSS, SCSS, SASS, Bootstrap, jQuery, JavaScript and React.js

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## PROFESSIONAL EXPERIENCE

**UI/UX Designer, UI Developer, and Email Channel Owner** at Cisco Systems, Remote

2021 - 2024

- Utilize Figma to design numerous landing pages and emails referencing brand guidelines
- Code Salesforce Marketing Cloud landing pages and deploy emails for Global Cisco Live events or Customer Lifecycle management
- Build Eloqua-managed email workflow, report quarterly lifecycle metrics with Adobe Analytics (AEM)
- Mentor three colleagues on Figma and web development best practices
- Plan and evaluate A/B testing for HTML email optimization
- Knowledge of screen readers, WCAG, ARIA best practices, and spam compliance regulations

**Senior UI/UX Designer and UI Developer** at Unite for Literacy, Hybrid

2017 - 2020

- Create all design materials, emails, UI/UX interfaces for Apple or Android apps and client-facing web applications
- Code multiple projects with HTML, CSS, Bootstrap and coordinated collaboration using a GitHub repository
- SDLC proficiency with tickets and bugs using Jira

**Frontend Developer** at USDA Office of the Chief Information Officer, Fort Collins

2016 - 2017

- Code a US Forest Service app UI interface with HTML, CSS, Bootstrap, Javascript, Backbone using AJAX to consume RESTful web services. Create a QA testing workflow
- Manage project scope with multiple stakeholders in all development stages

## ADDITIONAL EXPERIENCE

**UI/UX Designer and UI Developer** at Deckers Brands, Remote. 2015 - 2016

- Code e-commerce pages elements with HTML and CSS on Salesforce Commerce Cloud platform. Comprehensive QA code testing in an Agile scrum environment

**Senior UI/UX Designer and Developer** at Otter Products (OtterBox), Fort Collins. 2009- 2015

- Team lead for OtterBox US, EMEA, & LATAM e-commerce pages with HTML & CSS on Salesforce Commerce Cloud

**Web Designer** at Travelscream Technologies, Boulder. 2007 - 2009

- Lead web designer and developer for coding custom applications and blogs for clients (hotels, resorts, etc.)

**Web Designer and Production Artist** at Texture Media, Boulder. 2006 - 2007

- Web designer and developer for web pages and email templates

**Art Director** at Evil Genius Games, Boulder. 2003 - 2006

- Responsible for cost estimates, headcount, pay range, and deliverables for games and corporate branding materials and Lead designer for three games on Real Networks and Shockwave

**3D artist and Illustrator** at Idol Minds, Boulder. 1997 - 2003

- Designed six titles for the PlayStation - series, sold 3+ million copies worldwide

## CERTIFICATIONS, TRAINING & EDUCATION

[Certified ScrumMaster® \(CSM\)](#)

[Certified Scrum Product Owner® \(CSPO\)](#)

React.js Essential Training

Anatomy of Backbone.js, Code School; Up and Running with Backbone.js, Lynda.com, 2016

JavaScript Foundations, Galvanize, Fort Collins, 2016

JavaScript Level 1, Digital Workshop Center, Fort Collins, 2015

Designing for SiteGenesis for Demandware (SFCC)

Crucial Conversations, Tools for Talking When Stakes Are High, Second Edition

Enneagram, personality test (Type 5)

**Bachelor of Industrial Design** at Auburn University, Auburn, Alabama. 1996

## COMMUNITY SERVICE & AWARDS

City of Fort Collins Natural Areas, teaching assistant, and volunteer

Children's Museum of Denver, exhibit designer, and volunteer

Eagle Scout